



**TEXAS DEPARTMENT OF HEALTH**  
AUSTIN, TEXAS  
**INTER-OFFICE MEMORANDUM**

**TO:** Regional Directors  
Directors, Local Health Departments  
Directors, Independent WIC Local Agencies  
Herman Horn, Acting Chief,  
Bureau of Regional/Local Health Operations

**FROM:** Barbara Keir, Director      **{Original Signed}**  
Division of Public Health Nutrition and Education  
Bureau of Nutrition Services

**DATE:** July 27, 2001

**SUBJECT:** World Breastfeeding Month - Governor's Proclamation

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Attached is a copy of the World Breastfeeding (WB) proclamation from the Texas' Governor's Office for year 2001. You may display this at health fairs, on bulletin boards, or community exhibits during your World Breastfeeding month activities.

With your order of WB materials, you received a sample press statement. For those of you who did not order materials, but wish to submit a press release to local newspapers, a sample press release is attached.

World Breastfeeding information is on the Texas WIC web page for your convenience:

[http://www.tdh.texas.gov/wichd/bf/WBM2001\\_sitemap.htm](http://www.tdh.texas.gov/wichd/bf/WBM2001_sitemap.htm)  
[http://www.tdh.texas.gov/wichd/bf/WBM2001\\_in\\_texas.htm](http://www.tdh.texas.gov/wichd/bf/WBM2001_in_texas.htm)  
[http://www.tdh.texas.gov/wichd/bf/WBM2001\\_waba\\_theme.htm](http://www.tdh.texas.gov/wichd/bf/WBM2001_waba_theme.htm)  
[http://www.tdh.texas.gov/wichd/bf/WBM2001\\_materials.htm](http://www.tdh.texas.gov/wichd/bf/WBM2001_materials.htm)  
[http://www.tdh.texas.gov/wichd/bf/WBM2001\\_todo.htm](http://www.tdh.texas.gov/wichd/bf/WBM2001_todo.htm)

If you have any questions please contact Laurie Coker, Breastfeeding Specialist, at (512) 458-7111, extension 3573 or [laurie.coker@tdh.state.tx.us](mailto:laurie.coker@tdh.state.tx.us) or Mary Van Eck, Nutrition Education Coordinator, at (512) 458-7111, extension 3484 or [mary.vaneck@tdh.state.tx.us](mailto:mary.vaneck@tdh.state.tx.us).

Attachments



**STATE OF TEXAS  
OFFICE OF THE GOVERNOR**

Breastfeeding, an important time of bonding between mother and child, can provide babies with a healthy start to life and a strong foundation for their future well-being. Research shows that breastmilk supplies the best nutrition for babies and helps them form strong immune systems to fight off illness. Infants who are fed breastmilk also tend to have fewer ear infections, incidences of diarrhea, lung infections and infections of the spine and brain.

The Texas Department of Health joins a worldwide campaign during the month of August to increase the public awareness of the many benefits of breastfeeding. The theme of this year's observance, "Mother's Milk: It Makes a World of Difference," emphasizes the importance of breastfeeding as a means of promoting infant health. As part of the campaign, Women, Infants and Children (WIC) clinics and others across the state will distribute information to families on the importance of breastfeeding.

Five years ago, the Texas Breastfeeding Initiative Committee set a goal that by 2004, 75 percent of all Texas infants should be breastfeeding before discharge from their birthing hospital and at least 50 percent should still be breastfeeding at six months of age. Currently, an estimated 67 percent of Texas mothers breastfeed in the hospital, but only 29 percent still do so six months later.

Children are our most precious resource. I encourage all Texans to learn about the many benefits to babies that breastfeeding offers and to become familiar with the services available to educate and support new mothers in the Lone Star State. Let us all make a concrete effort to put our children on the path to a healthy future

Therefore, I, Rick Perry, Governor of Texas, do hereby proclaim August 2001,

**Breastfeeding Awareness Month**

in Texas, and urge the appropriate recognition whereof.

In official recognition whereof,  
I hereby affix my signature this the  
12th day of July 2001.

A handwritten signature in black ink that reads "Rick Perry". Below the signature is a horizontal line, and underneath that line, the words "Governor of Texas" are printed in a small, sans-serif font.

Governor of Texas

